

Short Breaks Market Profile



2006



Tasmania
Explore the possibilities



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Unless stated otherwise, all figures in this report are derived from the July 2005 to June 2006 Tasmanian Visitor Survey produced by Tourism Tasmania.

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Introduction

The Short Breaks market for Tourism Tasmania is defined as interstate holiday visitors taking a one-three night break in Tasmania. While in recent times the percentage of people taking a holiday in Australia has dropped and overseas travel has increased, as a share of all Australian holidays Short Breaks continue to grow across the country.

Contributing factors to growth include increased availability of cheaper airfares; socio-economic factors such as two income households with increased disposable income but limited time available for extended holidays, and the pace/stresses of modern urban life creating a desire to get away and 'recharge'.

Market overview

The Short Breaks market for Tasmania accounts for 24 per cent of all interstate holiday visitation to the State and seven per cent of the State's total tourism spend. It is an important strategic market for Tourism Tasmania because Short Break visitation is not affected by seasonal fluctuations and Short Break visitors spend more per person per night than those

on a longer touring holiday. Fundamentally the Short Break market is characterised by 'Weekend Getaways' or 'Midweek Breaks', one-three night stays in or around the destination's capital city.

Motivated by proximity and ease of travel, the Short Break interstate holiday market has seen a dramatic increase in visitation to the State since new 'low cost' airline carriers have entered the market, making a Tasmanian Short Break holiday more affordable and accessible.

Profile of Short Break visitors

Destination preference

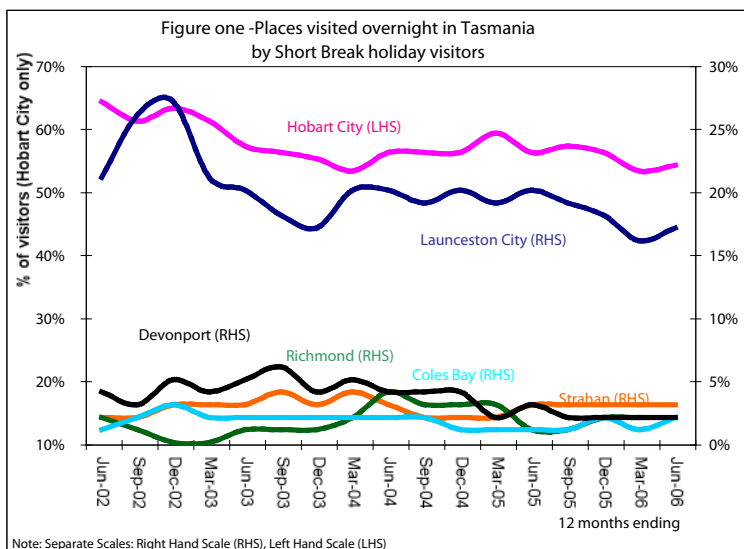
As mentioned above Short Breaks are dominated by 'Weekend Getaways' and 'City Breaks' usually around the destination's capital.

Given the limited duration of the holiday, travel time to/from home or the arrival port is an influencing factor in choice of destination: the more popular short break destinations tend to be no more than one-two hours away from home.

Short Breaks Market Profile



In Tasmania, the most popular destinations where short break visitors are staying overnight are Hobart City (54 per cent), Launceston City (17 per cent) and to lesser extents, Port Arthur, Swansea, Bicheno, Strahan (all three per cent) – see Figure one.



In Tasmania, Short Break holiday visitors are looking for a relaxing, rejuvenating experience with a range of motivations: a chance to restore energy; reconnect with a partner or friends; to experience something of the destination; or perhaps to pursue a special interest – to be achieved in a short time with minimal effort.

Target market

In recent years Tourism Tasmania has targeted a group of consumers termed ‘Most Profitable Prospects’ (MPP’s), because research suggests that our marketing effort are more likely to succeed in converting their interest to actual visitation.

MPP’s are defined as those people who have a preference and propensity to visit Tasmania, and who spent \$200+ per night on their last interstate trip or whose last trip’s total spend was more than \$2,000¹.

Tasmania’s MPP’s for a short break holiday include older affluent couples that are still working (often termed ‘empty nesters’), young couples and solos (travelling with friends).

Repeat visitation

63 per cent of Short Break holiday visitors to Tasmania were on a repeat visit to the State, with 36 per cent discovering the State for the first time. In comparison, 60 per cent of all Touring holiday visitors (in the State for four nights or more) were repeat visitors to Tasmania, with 39 per cent visiting for the first time.

Travel behaviour of Short Break visitors

Preferred mode of travel

The vast majority of Short Break visitors travel to Tasmania by air (some 87 per cent of arrivals), with limited time availability and cheap airfares being the key drivers.

Once at the destination most Short Break visitors (74 per cent) self-drive: 61 per cent travelled by rental vehicle and 13 per cent travelled in a private vehicle (own or relative’s). 15 per cent travelled by public transport and seven per cent travelled by walking or hitchhiking.

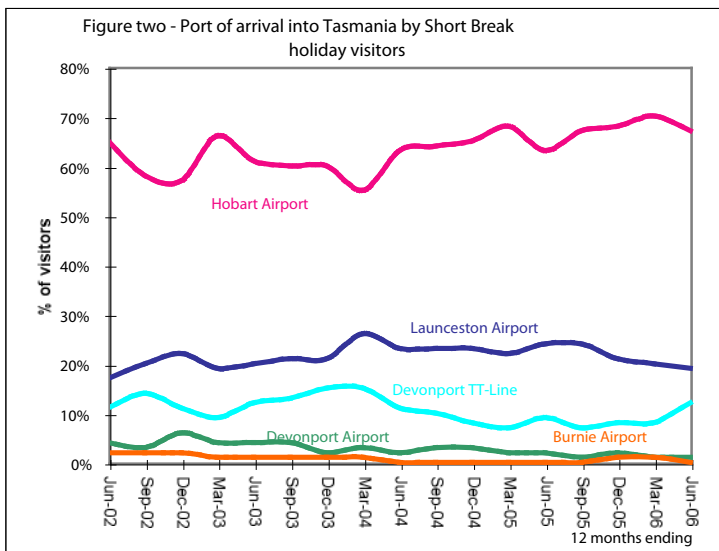
¹ Derived by BDA from the Holiday Tracking Survey, Roy Morgan Single Source, Roy Morgan Research

Short Breaks Market Profile



Port of arrival

Most short break visitors arrived into Hobart airport (67 per cent), followed by Launceston airport (19 per cent), Devonport by sea (12 per cent) and Devonport airport (one per cent) – see Figure two.



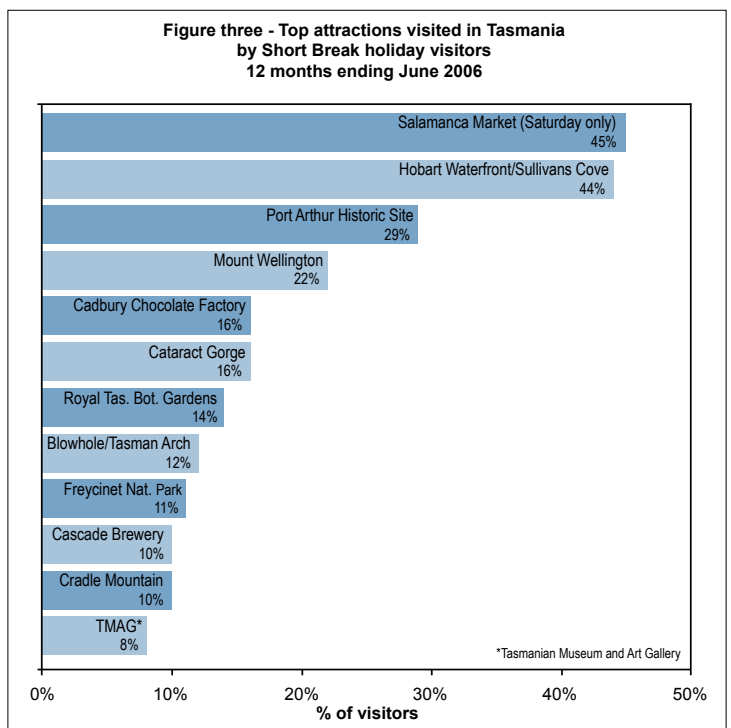
Length of trip

Short Breaks are defined as one-three night holidays. One or two-night stays tend to be based at the one accommodation property, with three-night stays often shared between two locations eg. Launceston-Cradle Mountain or Hobart-Tasman Peninsula.

Activities/attractions visited

Activities undertaken and attractions visited are consistent with the trend of Short Break visitors staying within easy reach of their arrival/exit port (because of travelling time constraints), and their preference to initially explore city destinations – in particular capital cities.

Figure three below shows the top attractions visited in Tasmania by short break visitors.



The most popular activities included visiting historic sites and attractions; visiting galleries, craft shops and markets; sampling Tasmanian wines and specialty foods; and shopping for Tasmanian-made goods. Bushwalking or visiting a National Park were also popular.

Accommodation

52 per cent of Short Break visitors stayed at a hotel/motel, 24 per cent in a holiday unit/serviced apartment; and 12 per cent at a guest house/B&B, with the remainder staying at a range of other accommodation types.

Short Breaks Market Profile

Travel party

55 per cent of Short Break visitors travelled as a couple; 14 per cent with a small group of friends; nine per cent as individuals; eight per cent as a family with children; and 11 per cent as 'other family or family & friends'.

Short Break holiday visitation figures

Since 2003 Tasmania's Short Break holiday market has increased dramatically. The majority of Short Break visitation still comes from Victoria with a 86 per cent increase in holiday visitation from this state for the year ending June 2006 compared with year ending June 2003 – correlating with the commencement of discount air services.

The new direct flights from other states such as New South Wales, Queensland and South Australia have also impacted on our Short Break visitation figures. Increases have been experienced across the board.

Regions visited in Tasmania by Short Break holiday visitors

Region Visited	July 2004 - June 2005	July 2005 - June 2006	% Change from June 2005 to June 2006
Hobart & Surrounds	40,700	67,900	67%
Southern	21,800	39,200	80%
Launceston & Tamar Valley	22,700	28,700	26%
Northern	15,900	20,200	27%
Cradle Coast*	15,200	18,800	24%
East Coast	8,700	17,100	97%
North West	12,800	16,500	29%
West Coast	4,500	6,700	49%

* Cradle Coast: North West, West Coast or Cradle Mountain visitors

Origin of Short Break holiday visitors to Tasmania

State of Origin	July 2004 - June 2005	July 2005 - June 2006	% Change from June 2005 to June 2006
Victoria	40,600	52,300	29%
New South Wales	8,200	14,900	82%
Queensland	3,000	6,100	103%
Other states	3,100	4,100	32%
Total Interstate Short Break Holiday Visitors	54,900	77,400	41%
Total International Short Break Holiday Visitors	11,600	12,400	7%

Short Break holiday visitor expenditure in Tasmania

The average Short Break interstate holiday expenditure per person per night in Tasmania is \$440 compared to \$235 for a longer touring holiday.

	July 2004 - June 2005	July 2005 - June 2006	% Change from June 2005 to June 2006
Total Interstate Short Breaks Holiday Expenditure	\$51.2 million	\$83.8 million	64%
Total Interstate Touring Holiday Expenditure	\$551.1 million	\$614.2 million	11%

Competitive overview

Our main competitors have been active in the Short Breaks market much longer than Tasmania, with key (mainland) intrastate short break destinations targeting the major population centres of Melbourne and Sydney for the 'weekend getaway' market.

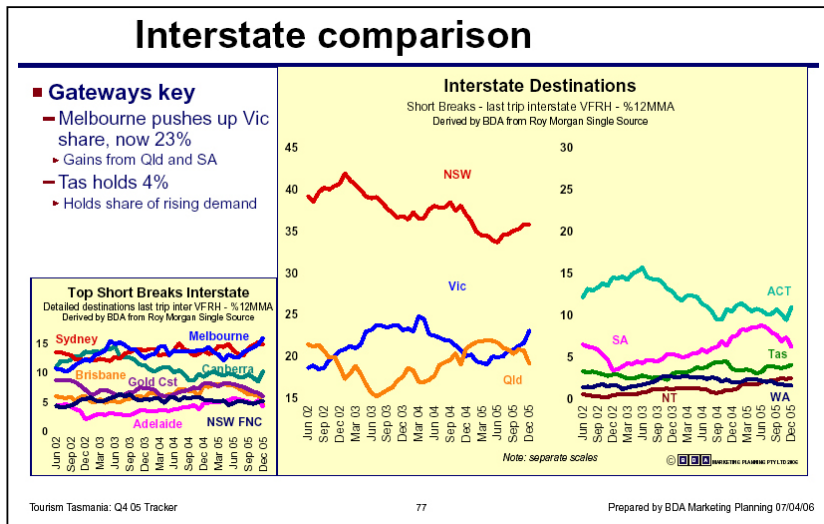
Tourism Tasmania has deliberately targeted Melbournians as best prospects for converting short break visitors (because of proximity and familiarity), enticing them from a regional short break in Victoria to visit Tasmania instead. This of course has been made possible by the increased availability of discount airfares.

However just as discount air services have benefited Tasmania, they have also benefited other interstate short break destinations.



Short Breaks Market Profile

Currently the most popular interstate short break destinations are: New South Wales, Victoria, Queensland and the Australian Capital Territory; in particular Sydney, Melbourne, the Gold Coast/Brisbane and Canberra.



Source: Derived by BDA from the Holiday Tracking Survey, Roy Morgan Single Source, Roy Morgan Research



Further information

Tourism Tasmania’s Short Breaks marketing campaign included targeted in-market activity including:

- A Tasmanian Short Breaks advertising campaign in Melbourne running May-July, primarily using ambient media (ie advertising placed in the consumer’s ambience or environment; eg coffee cups, outdoor billboards). In 2006 tram ‘wrap-a-round’ advertisements were successfully used.
- A bi-monthly Short Breaks e-newsletter is sent to an opt-in subscriber list of some 2,500 interstate readers.
- A dedicated Short Breaks website, www.tasbreaks.com which is linked to both the advertising and the e-newsletter.

In addition the Short Breaks team will strategically assess the opportunities that brand-aligned special events present to increase short break visitation: with a view to facilitating development and promotion of packages linked to key events.

If you have any queries regarding the above or require other information please contact Tourism Tasmania’s Short Breaks team, contact details as follows.

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A wide range of research information is also available on Tourism Tasmania’s corporate website, www.tourismtasmania.com.au